

**CLAIM AMENDMENTS**

The following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled. Current amendments to the claims are expressed in the detailed listing by strikethrough or double brackets (for deleted matter) or underlining (for added matter).

1. (PREVIOUSLY PRESENTED) A system for establishing a subscription to a periodical, comprising:

a request receiving component configured to receive a request to purchase an issue of a periodical ;

an offering component configured to offer to sell a subscription of the periodical at a subscription rate;

an acceptance receiving component configured to receive an acceptance to the offer to sell the subscription; and

a component configured to record a sale of the issue of the periodical by a retailer as an issue of the subscription.

2. (PREVIOUSLY PRESENTED) The system of claim 1, further comprising an information receiving component configured to receive information indicating that a subscription is available for the periodical.

3. (ORIGINAL) The system of claim 1, further comprising a payment receiving component configured to receive payment for the sale of the subscription.

4.-85. (CANCELED)

86.-102. (CANCELED)

103. (NEW) A method, comprising:  
receiving a request to purchase an issue of a periodical;  
offering to sell a subscription of the periodical at a subscription rate;  
receiving an acceptance to the offer to sell the subscription; and  
recording a sale of the issue of the periodical by a retailer as an issue of the subscription.

104. (NEW) The method of claim 103, further comprising receiving information indicating that a subscription is available for the periodical.

105. (NEW) The method of claim 103, further comprising receiving payment for the sale of the subscription.

106. (NEW) A computer readable medium storing instructions configured to direct a processor to:

receive a request to purchase an issue of a periodical;  
offer to sell a subscription of the periodical at a subscription rate;  
receive an acceptance to the offer to sell the subscription; and  
record a sale of the issue of the periodical by a retailer as an issue of the subscription.

107. (NEW) The computer readable medium of claim 106, further comprising instructions configured to direct the processor to receive information indicating that a subscription is available for the periodical.

108. (NEW) The computer readable medium of claim 106, further comprising instructions configured to direct the processor to receive an indication of payment for the sale of the subscription.